

Magazine: PHILADELPHIA

Issue: 1/00/85

Total Pages: 180

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

MERIT

199

682 P5:BC

TOTAL CIGARETTE ADS = 1

TOTAL ADVERTISING =

\$8,495

2T 81.5 X 11

11"

MOORE CLEAN PRINT PATENTED HO

2040690298

Magazine: PHILADELPHIA

Issue: 2/00/85

Total Pages: 236

PHILIP MORRIS

MIN

COMPETITIVE

SIZE/

REMARKS

ADS

SEP

ADS

COLOR

MARLBORO 25+25L

199

105 pg1BC

TOTAL CIGARETTE ADS = 1

TOTAL ADVERTISING =

\$8,495

2040690299

Magazine: PHILADELPHIA

Issue: 3/00/85

Total Pages: 256

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M	199			OFF: "FILMS".
\$ 690 pg 192				

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$6,689

2040690300

Magazine: PHILADELPHIA
Issue: 4/00/85

Total Pages: 240

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO	199			10PF: "LAST WORD",
\$1000 pg:3C				

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$7,812

2040690301

Magazine: PHILADELPHIA
Issue: 5/00/85

Total Pages: 260

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MERIT # 696 pg 3C	199			OFF: "LAST WORD".
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TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$7,812

2040690302

Magazine: PHILADELPHIA
Issue: 6/00/85

Total Pages: 230

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L #1015 pg:2C	99 			LOPP: "OFF THE CUFF" & 1 1/3 4C AD.

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$7,812

2040690303

Magazine: PHILADELPHIA
Issue: 7/00/85

Total Pages: 212

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MUL # 171 pg12C	1991			OPP: "OFF THE CUFF" & 1/3 BW AD.

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$7,812

2040690304

Magazine: PHILADELPHIA
Issue: 8/00/85

Total Pages: 208

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

HARLBORO
#1032 pg 13C

1991

10PP: "LAST WORD".

TOTAL CIGARETTE ADS = 1 TOTAL ADVERTISING = \$7,812

2040690305

Magazine: PHILADELPHIA
Issue: 9/00/65

Total Pages: 300

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PARL L 100 # 189 pg:42-43	1991		1SP	
MERIT UL: MUL # 175 pg:1BC	1991			
TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$23,951				

2040690306

Magazine: PHILADELPHIA

Issue: 10/00/85

Total Pages: 274

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO 25+25L # 112 pg:18	27			OFF: "6 PAGES", STAPLED CARD.
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PARL L 100 # 191 pg:48-49	27		SF	
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TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$21,972

2040690307

Magazine: PHILADELPHIA

Issue: 11/00/85

Total Pages: 312

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PARL L 100 # 198 pg:102	99			OPP: "HOW DID WHEEL OF FORTUNE DO IT?"
MERIT+M # 717 pg:268	99			OPP: "WHAT'S COOL",

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$14,648

2040690808

Magazine: PHILADELPHIA
Issue: 12/00/85

Total Pages: 298

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PARL L 100 # 196 pg:74	199			OPP: "CHRISTMAS SURPRISES".
MARLBORO:100 #1060, pg:247	199			OPP: "ENTERTAINING" & 2/3 BW ADS.

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$14,648